

Changing Traffic Safety Culture with Values-Based Campaigns

Effective, Data-driven, Science-based Insights Prepared for
NTSB Substance Impaired Driving Forum

May 2012

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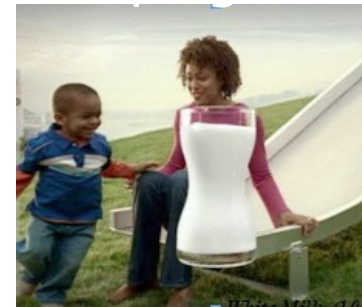
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The POWER of Values-based Communications

- Milk
- Las Vegas*
- American Public Transportation
- The New Steel*
- Robert Wood Johnson Covering Kids*
- Plastics*
- American Petroleum
- The Nature Conservancy

Some of the nation's
most effective and
award winning



*David Ogilvy Award Winners

Values' Strategic Hinge

There is a “strategic hinge” which exists, linking attributes and benefits to the target audience

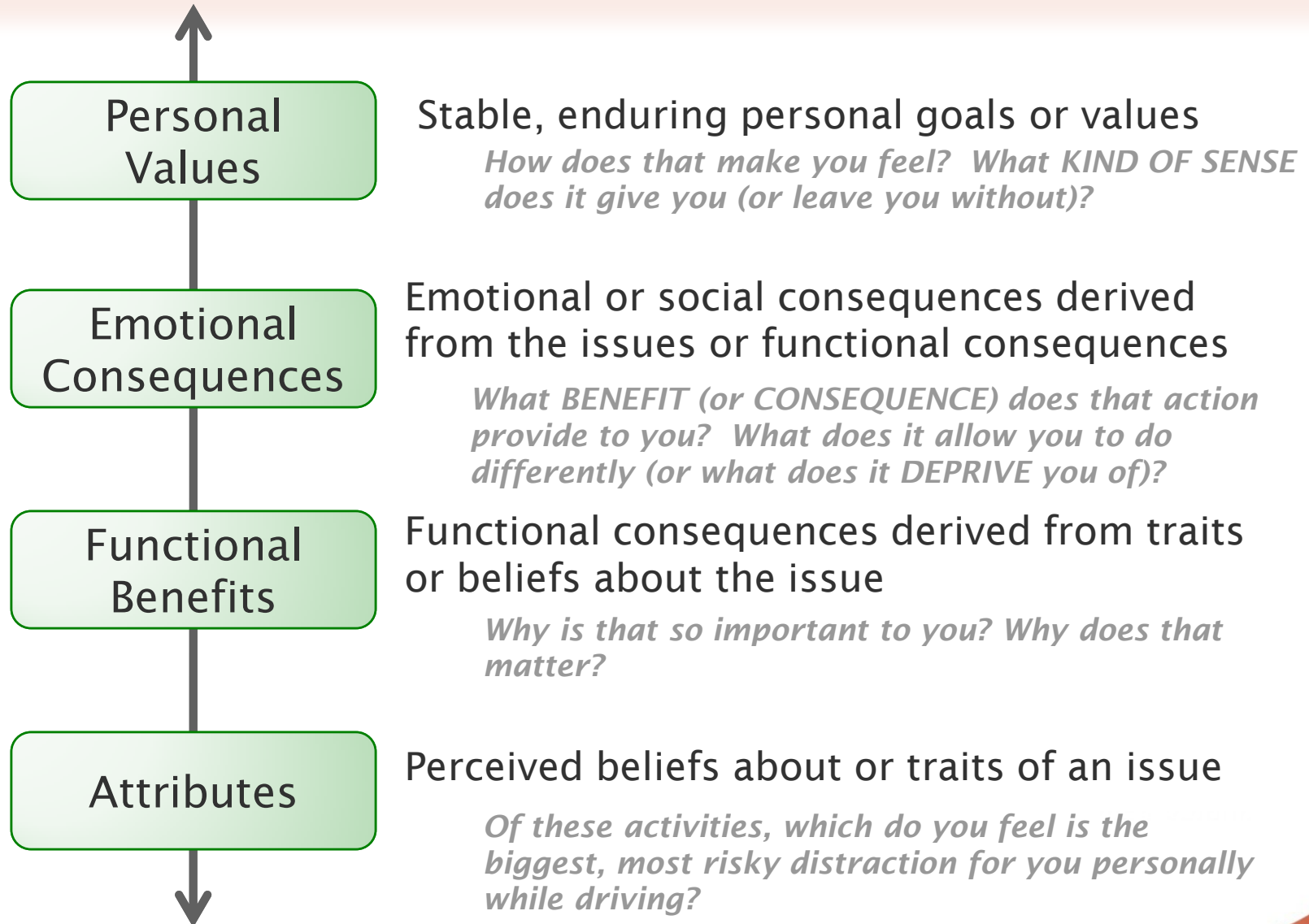


Persuade by Reason
Motivate through Emotion



Identifying and activating the rational and emotional drivers of this hinge is the purpose of “values” communications.

Recap of Values Hierarchy



Distracted Driving Values Strategy Example

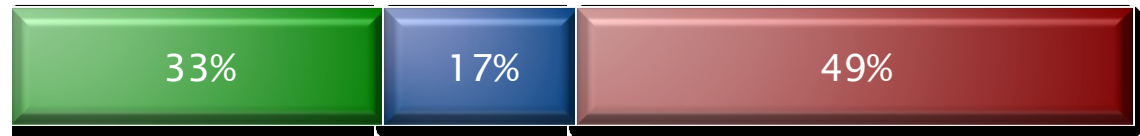
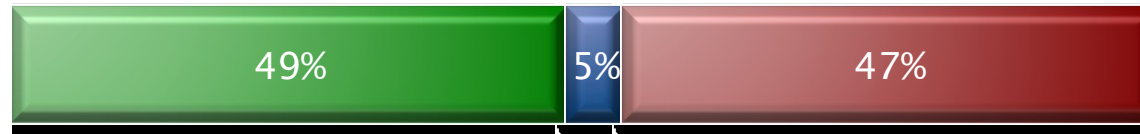
Courtesy of AAA Foundation for Traffic Safety

Near Accidents are More Ubiquitous

Q. Please think about distracted driving and **almost having an accident** when answering the following questions.

- Have you ever almost been in an accident because you were distracted while you were driving?
- Has anyone in your family ever almost been in an accident because they were distracted while driving?
- Have any of your friends ever almost been in an accident because they were distracted while driving?

■ No ■ Not sure ■ Yes



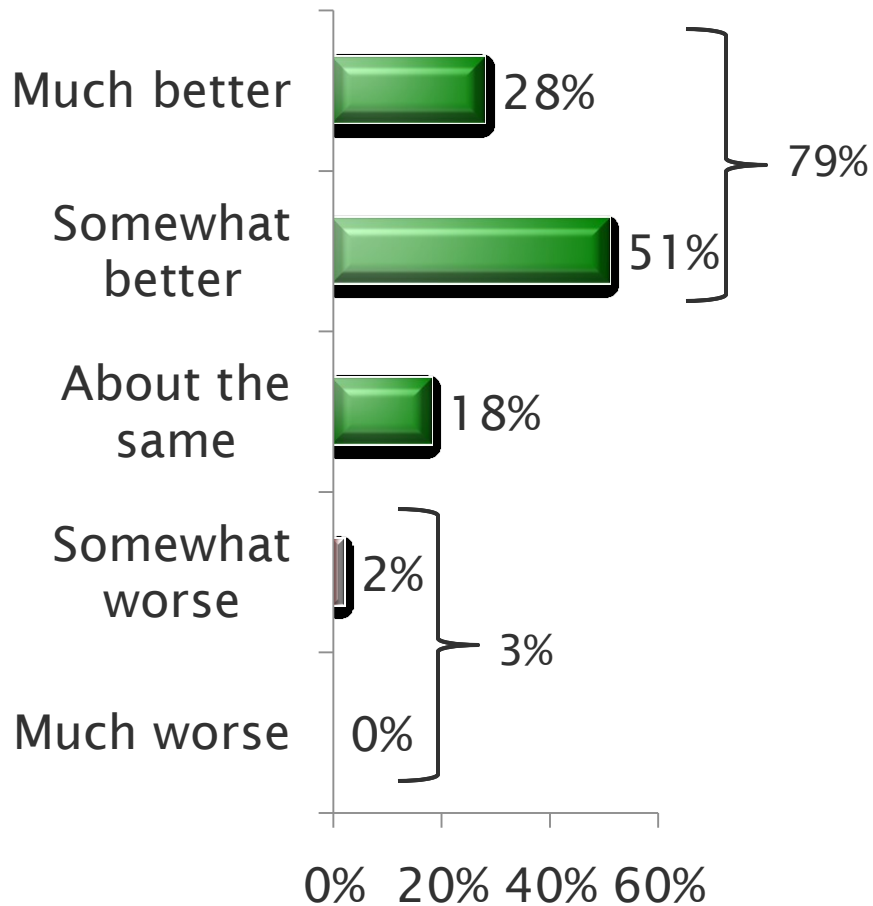
0%

Base: All respondents (n=1,008)

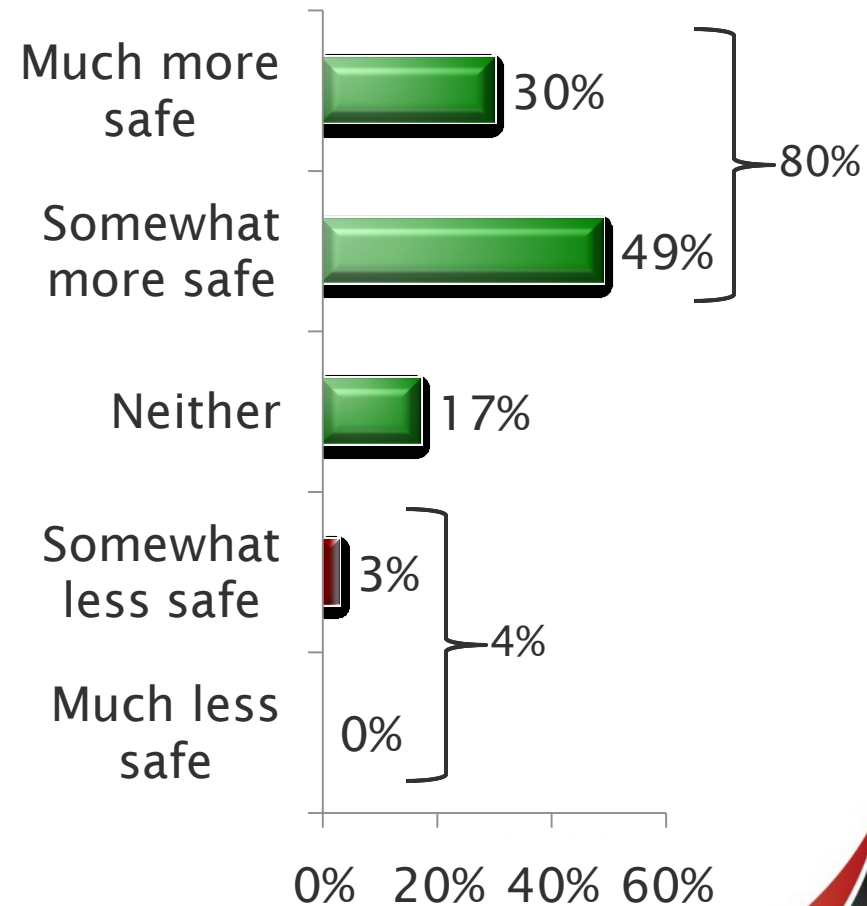
100%

Majority Feel That They are Better and Safer Drivers Than Others

Q. Thinking about your own driving skills, how would you rate your skills compared to most other drivers?



Q. When it comes to **safe driving**, how would you say you compare yourself to most other drivers?



Base: All respondents (n=1,008)

Most Risky Driving Distraction

All Respondents

Values Ladder

Sad (4%)

Shame (14%)

Guilt (41%)

Angry (5%)

Scared (9%)

Stupid (27%)

Get a ticket or be fined (6%)

Accident (39%)

Injure someone (9%)

Less focused (22%)

Kill someone (22%)

Eating or drinking (10%)

Looking at a GPS/Map (9%)

Writing a text (20%)

Looking for music to play (16%)

Answering a phone call (7%)

Reading a text (11%)

Message Architecture

Values Ladder



Messages on Strategy Work Best

Q. Considering all the concepts you just reviewed, please indicate which was your favorite and which was your second favorite?

Concept 1: Everyone is responsible for safe driving. “No texting and driving” laws save lives. [Law Area Respondents: When I obey the law]/[No-Law Area Respondents: When I support “anti-texting and driving laws”], I am making the road safer for everyone. Do your part. Save Lives.

17%

Less
Explicit

Concept 2: If you text and drive, a ticket may be the least of your problems. Can you live knowing you took a life? Be smart. Be safe. If not for your sake, then for everyone else.

31%

More
Explicit

Concept 3: Is a text more important than a life? That’s what people’s actions say when they text and drive. [Version 1: Don’t be that person]/[Version 2: Don’t send the wrong message. Don’t text and drive].

28%

More
Explicit

Concept 4: Your world could end at the push of a button. Texting and driving can kill—it’s that simple. Don’t tempt fate...that text can wait!

48%

Most
Explicit

Concept 5: I can be responsible and make a difference in the lives of my friends. Texting and driving destroys lives. Take a stand. Save a life. Friends don’t let friends text and drive.

25%

Less
Explicit

Concept 6: Your next text while driving just might be your last. When people text and drive, they are being selfish and short-sighted. [Version 1: Be smart. Live without regrets.]/ [Version 2: Don’t be stupid. Don’t regret.] Don’t text and drive.

21%

Less
Explicit

Concept 7: Don’t send the wrong message. Don’t text and drive.

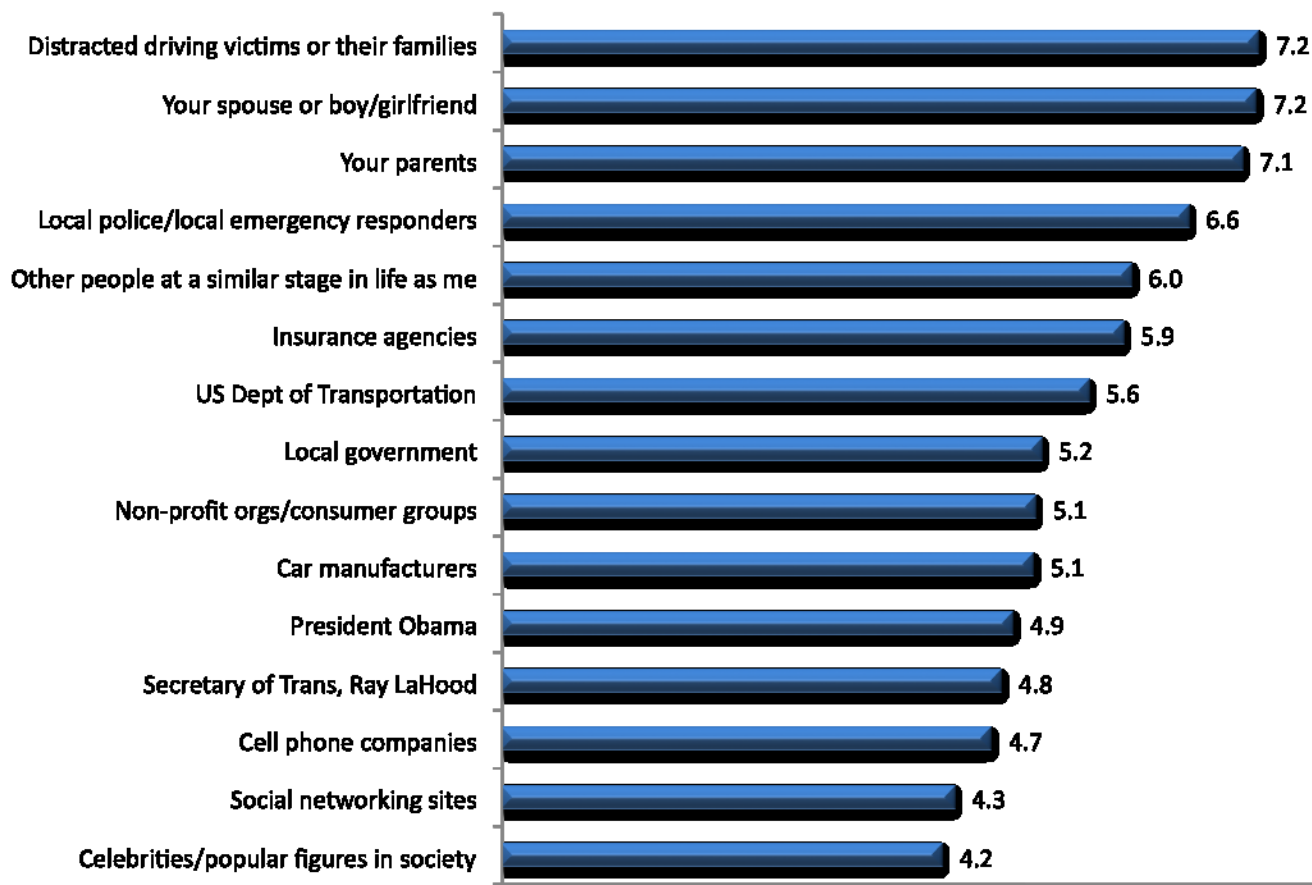
31%

Least
Explicit

Close personal ties and those directly affected by distracted driving are most effective messengers

Q. Below is a list of people, groups, and organizations you may or may not listen to for advice on how to avoid being distracted while driving. Using the scale provided, please indicate the degree to which you would care about what they had to say on the topic of distracted driving.

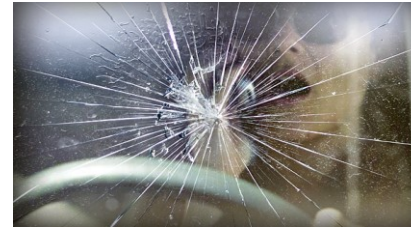
Mean Level of Caring (1-10)



Age	
17-20	21-26
7.3	7.2
7.3	7.1
7.2	7.0

Base: All respondents (n=1,008)

Testing the Strategy



Gwent Police, UK production; 4mins, graphic depiction of accident and traumatic consequences for 4 girls and passengers of other cars involved in the

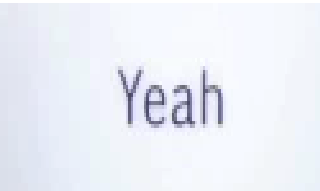
ATT spot; 15 sec; "This is the text from me, that my sister was readying, right before she flipped her car and was killed

USDOT spot; 30 sec; Four vignettes of people from different walks of life driving and using phone or texting...ending up with them in accidents

Allstate spot; 15 sec; Selected because it used "humor". Two men in a car, one saying he is going to call Allstate while driving. The other tells him he should "think about that" first.

Ads that are on Strategy are Most Effective

Q. Thinking about the ad you just viewed, to what degree do each of the following statements describe that ad? (1=Does not describes at all, 10=Describes completely)



Mean Rating	UK Distracted Driving Ad (n=253)	AT&T Ad (n=252)	Distraction.gov Ad (n=251)	Allstate Ad (n=252)
Is simple and easy to understand	8.6	8.4	8.8	7.5
Catches my attention	8.6	7.8	8.5	6.5
Makes me want to stop doing anything that might be distracting for me or my friends while driving	8.2	7.6	7.9	5.7
Makes me feel like this really does matter a lot for people like me	8.0	7.7	7.8	6.0

 = Highest rated ad in category

Implications for Distracted Driving

Guiding Messaging Principle...

Because young people KNOW,
and KNOW better,

they are most susceptible and responsive to messaging that directly confronts them with the tragic consequences of not acting on what they know

—evoking the emotions of “guilt” and what they would feel if their actions were to cause an accident.



Implications for Substance Impaired Driving Communications Strategy

- Human values are the cornerstone of relevant, impactful communications because they *persuade by reason, motivate through emotion*.
- Scientific data from numerous social issue and commercial campaigns as well as other traffic safety campaigns prove the effectiveness of values-based communications.
- Exploring and applying values-based communications strategy to substance impaired driving recommended to “reach zero” goals

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